NAME: Surf Tracker

DATE: September 5, 2024 12:28 PM

DESCRIPTION OF TECHNOLOGY

A software system that allows surfers to view surf weather forecasts and log their surf sessions.

HUMAN VALUES

The user's identity can be affected by showing forecasts based on their surfing skill level. In case the forecast is inaccurate and the conditions do not match the surfers' actual skill level it can cause frustration and confrontation.

TRANSPARENCY

The workings of the technology are explained to users as well as the potential biases and inaccuracies.

IMPACT ON SOCIETY

The currently available surf forecasts are difficult to read and interpret, and they often do not/ cannot take the unique features of the beaches into account which makes inaccurate predictions. By allowing users to rate their surf sessions at a given time under given conditions, it becomes possible to use the provided information to interpret surf forecasts/ conditions more accurately.

STAKEHOLDERS

- Surfers
- Coastal managers

SUSTAINABILITY

The technology uses third-party services for deployment and machine learning. By choosing parties that provide their services from green energy the technology can comply better with sustainability.

HATEFUL AND CRIMINAL ACTORS

DATA

It is made aware that the used data is subjective and can be the subject of personal bias. It is also noted that the nature of breaking waves is complex and influenced by many factors which makes it difficult to create an accurate system. Users are informed about these complexities and possible biases and measures are taken to cross-validate the provided information as often as possible.

FUTURE

In case of a high number of users, the technology can affect the surfing culture. It can influence the number of people in the water at a given time and location as well as the accessibility of the sport.

PRIVACY

The technology only registers email addresses and surfing skill levels which are not highly sensitive data. Although logging surf sessions requires entering the surf location which makes it possible to track users' locations over time which can be subject to sensitivity.

INCLUSIVITY

The technology has a built-in personal bias. The ratings users can provide are subjective and can be influenced by many personal factors (i.e. mood, performance, etc.) which has an impact on the collected data.

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HUMAN VALUES

How is the identity of the (intended) users affected by the technology?

To help you answer this question think about sub questions like:

- If two friends use your product, how could it enhance or detract from their relationship?
- Does your product create new ways for people to interact?…

TRANSPARENCY

Is it explained to the users/stakeholders how the technology works and how the business model works?

- Is it easy for users to find out how the technology works?
- Can a user understand or find out why your technology behaves in a certain way?
- Are the goals explained?
- Is the idea of the technology explained?
- Is the technology company transparent about the way their…

IMPACT ON SOCIETY

What is exactly the problem? Is it really a problem? Are you sure?

Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine…

STAKEHOLDERS

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by…

When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.
…

SUSTAINABILITY

In what way is the direct and indirect energy use of this technology taken into account?

One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?

HATEFUL AND CRIMINAL ACTORS

In which way can the technology be used to break the law or avoid the consequences of breaking the law?

Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder…

DATA

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into…

There are fundamental issues with data. For example:

- Data is always subjective;
- Data collections are never complete;
- Correlation and causation are tricky concepts;
- Data collections are often biased;…

FUTURE

What could possibly happen with this technology in the future?

Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?

PRIVACY

Does the technology register personal data? If yes, what personal data?

If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like…

INCLUSIVITY

Does this technology have a built-in bias?

Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases.…

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